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RAIL SAFETY BLITZ IS A “RAIL” SUCCESS!

The South Florida Regional Transportation Authority joined forces with Operation Lifesaver for another largely successful Train Safety Awareness Week. With the support and participation of the Federal Railroad Administration, Florida Department of Transportation, local law enforcement and agency support, as well as South Florida Commuter Services’ volunteers – rail safety education was taken to a whole new level for 2007.

Volunteers handed out more than 20,000 train safety awareness flyers and brochures to inform the public of traffic laws regarding safety and security around highway-rail grade crossings. Additionally, law enforcement officers handed out more than 1,200 citations to willful violators (motorists, pedestrians and bicyclists, alike).

The Operation Lifesaver message, “Look, Listen & Live,” was certainly heard loud and clear throughout Broward, Miami-Dade and Palm Beach counties. Approximately three-million people received the message through a combination of electronic message board and sign announcements, Operation Lifesaver presentations and news media reports. We applaud and thank all those who took the time to help spread the word.

The rail safety education blitz couldn’t have come at a better time, as the SFRTA introduces a new, enhanced train schedule this month – with an increase in service from 40 to 50 trains a day, Monday through Friday.

For more information about Operation Lifesaver, you can log onto www.oli.org or contact Operation Lifesaver’s South Florida Coordinator Mike Elias at 954-214-1372. For additional train schedule information, please log onto www.tri-rail.com or call 1-800-TRI-RAIL.



May 2007

onboard

The latest news from the South Florida Regional Transportation Authority, a partnership between Broward, Miami-Dade & Palm Beach counties.

SFRTA MOUNTS SWEET CELEBRATION OF THE COMMUTER CHALLENGE

What could be better than a free Tri-Rail ride on Thursday, May 17 as part of the Third Annual South Florida Commuter Challenge? A free donut to go with it! The South Florida Regional Transportation Authority and Dunkin’ Donuts have teamed up to encourage South Florida commuters to leave their cars at home and try the train.

“Dunkin’ Donuts is pleased to be working with Tri-Rail on this important initiative,” said Dunkin’ Donuts’ Field Marketing Manager Jan Shomo. “Our coffee and donuts are a great treat for commuters on their way to work, especially since America runs on Dunkin’.”

Passengers can log onto www.tri-rail.com and print a voucher entitling them to ride Tri-Rail for free on Thursday, May 17.* They can also clip the coupon at the bottom of the voucher and take it to any South Florida Dunkin’ Donut franchise to pick up their free treat with the purchase of a large or extra-large coffee.

The Commuter Challenge is a joint effort of South Florida Commuter Services and the SFRTA. It is a day that focuses on the benefits of public transportation, which include avoiding the high cost of gas and the stress of increased traffic congestion. Additionally, commuting via public transportation helps us all work toward becoming more “green”—by helping to protect our environment and curbing emissions into the air.



SFRTA ORGANIZA DULCE CELEBRACIÓN DEL RETO AL VIAJERO

¿Qué sería mejor que un viaje gratuito en Tri-Rail el jueves, 17 de mayo, como parte del Tercer Anual Reto al Pasajero? Pues, una rosquilla que lo acompañe. La Autoridad Regional de Transporte del Sur de la Florida y Dunkin’ Donuts están colaborando para animar a los conductores del sur de Florida a dejar sus

**The free ride voucher is only valid for Thursday, May 17, 2007 and is not good for transfers onto Broward County Transit or Palm Tran. Passengers will be able to get a transfer at Tri-Rail’s Metrorail Transfer Station for use onboard Miami-Dade Transit’s Metrorail.*

(Continued on next page)

automóviles en el hogar y viajar en tren a sus trabajos.

“A Dunkin’ Donuts le complace mucho poder colaborar con Tri-Rail en esta importante iniciativa,” afirmó Jan Shomo, Gerente de Mercadeo del Campo de Dunkin’ Donuts. “Brindamos café y rosquillas deliciosos y vigorizantes para los viajeros en camino al trabajo, ya que sin duda Dunkin’ es uno de los más celebrados agentes de impulso del país”.

Los pasajeros podrán visitar www.tri-rail.com e imprimir un vale que les dará derecho a viajar gratis en Tri-Rail el jueves, 17 de mayo.* También podrán recortar el cupón en la parte inferior del vale y redimirlo en cualquier franquicia de

SFRTA AP ÒGANIZE YON FÈT POU SELEBRE JOUNEN VWAYAJ ALE-RETOU

Kisa ki ta pi bon pase yon tike Tri-Rail gratis jou 17 Me nan kad Twazyèm Jounen Anyèl Vwayaj Ale-Retou nan Sid Eta Florid ? Yon donòt gratis pou vwayaj la. Ajans Transpò Rejyonal nan Sid Eta Florid (South Florida Regional Transportation Authority) ansanm ak Dunkin’ Donuts ap travay tèt kole pou ankouraje pasaje Eta Florida yo kite machin yo lakay yo epi eseye deplase ak tren alapas.

“Dunkin’ Donuts trè kontan travay ansanm ak Tri-Rail sou inisyativ enpòtan sa a,” se Jan Shomo, Manadjè Marketing sou Teren pou Dunkin’ Donuts. “Kafe ak donòt nou yo se yon trè bon snak pou pasaje lokal yo ki pral nan travay yo, sitou poutèt America mache grasa Dunkin’.”

Pasaje yo kapab ale sou www.tri-rail.com epi enprime yon bon ki ba yo dwa

Dunkin’ Donuts para obtener una golosina gratis con la compra de un café grande o supergrande.

El Reto al Viajero es una colaboración entre los Servicios para el Viajero en el Sur de la Florida y la SFRTA. Se trata de un día en que se enfoca los beneficios del transporte público, entre los cuales figura evitar el alto costo de la gasolina y el estrés causado por los cada vez peores embotellamientos de tráfico. Además, viajar en transporte público nos ayuda a todos a obrar hacia convertirnos más “verdes”, es decir, a proteger nuestro medio ambiente disminuyendo las emisiones contaminantes en el aire.

**El vale para el viaje gratis será válido únicamente el jueves, 17 de mayo de 2007, y no servirá para transferencias al sistema de tránsito del condado Broward o al Palm Tran. Los pasajeros podrán obtener transferencias en la estación de transferencias de Tri-Rail para subir a bordo del Metrorail en el condado Miami-Dade.*

**Vwayaj gratis la valab sèlman jou Jedi 17 Me 2007 e li pa kapab sèvi pou transfè sou Broward County Transit oswa Palm Tran. Pasaje yo pral kapab pran yon transfer nan Metrorail Transfer Station Tri-Rail la pou itilize li nan Metrorail Miami-Dade Transit la.*



The “Trust” entrusted Tri-Rail to help with their parking issues, resulting in a successful partnership with the two agencies.

THE TRUST AND TRANSIT

With more than 80 employees, only 40 allotted parking spaces and six weeks to complete their move – space and time were certainly of the essence for The Children’s Trust’s administrative staff. Worried about being able to accommodate their staff, The Children’s Trust turned to South Florida’s local transportation agencies for assistance in making their move (within blocks of the Vizcaya Metrorail Station) as easy as possible.

A team consisting of Miami-Dade Transit, South Florida Commuter Services and South Florida Regional Transportation Authority/ Tri-Rail staff joined together to present to “Trust” employees with accessible modes of transportation available for their new company location. Almost immediately, The Children’s Trust signed on as a participating company in Tri-Rail’s Employer Discount Program, and 25 employees signed up to receive their Metropass and Tri-Rail EDP tickets through payroll deduction. By The Children’s Trust initiating this partnership, employees were able to take advantage of the pre-tax benefit and a partial subsidy provided by their employer.

“Those of us who are now taking the train really appreciate the options now offered by The Children’s Trust, and the support and encouragement surrounding the use of public transportation,” said Senior Administrative Assistant Muriel Jeanty, Program Services. “No one seems to be missing fighting the traffic on the way to work, and the overwhelming consensus of the staff is that this has been an excellent change.”

Aside from utilizing Metrorail and Tri-Rail services, different carpool and vanpool alternatives are also under development. For more information on The Children’s Trust, log onto www.thechildrenstrust.org.



OUT AND ABOUT WITH TRI-RAIL

New ideas flourish in new surroundings, which is why many businesses have turned to Tri-Rail for their next meeting location. Adults aren’t the only ones who are having fun on Tri-Rail, though. With summer fast approaching, many youth organizations are able to take advantage of the hundreds of destinations and events accessible by Tri-Rail in order to arrange for those special summer fieldtrips.*

Workforce Alliance and Best Buddies of South Florida are just two examples of how you can make Tri-Rail work for you!

With an innovative idea for a new type of corporate meeting, Workforce Alliance’s Palm Beach County staff members boarded a southbound Tri-Rail train on March 7 and soon found their “travel adventure” to be both convenient and extremely productive.

“The Tri-Rail trip was a novel approach to accomplish a departmental project by taking staff out of their element and away from everyday office distractions,” said Workforce Alliance’s Ike Powell, vice president of programs, Palm Beach County. “The trip also served as a team-building exercise for staff and we look forward to having future meetings onboard Tri-Rail.”

Also finding a good balance between work and play, were participants from the Best Buddies Broward Citizens Program. In an effort to promote inclusion for those persons with intellectual disabilities, Best Buddies Broward has been offering free monthly activities for their Buddy Pairs to help expose them to the community! The group ventured out and about on Tri-Rail during an April 18 trip to help teach participants with intellectual disabilities how to use public transportation. Additionally, the group had the chance to stop off for some lunch at various local restaurants conveniently located next to Tri-Rail’s Boca Raton Station.

“For a large part of the group, this was their first time onboard a train,” said Citizens Program Manager Tiffani Velez, Best Buddies of Broward County. “It was such a great experience for Buddy Pairs to learn something new together and have a great time in the process.”

For additional information, or to plan your group’s travel arrangements, please contact Andrea Reitor at 954-788-7937 or via e-mail at reitora@sfrta.fl.gov.



The Best Buddies Citizens Program matches adults with intellectual disabilities and community volunteers in one-to-one friendships, referred to as Buddy Pairs. If you are interested in volunteering with Best Buddies and are willing to befriend an adult who has an intellectual disability, please contact Tiffani Velez at 954-449-6522, ext. 204.

**Not-for-Profit organizations may request complimentary Tri-Rail tickets by submitting their request on business letterhead accompanied by 501(c)(3) documentation, illustrating non-profit status. Passes are subject to availability and a three-week notice is requested. Mail your request to Tri-Rail, Marketing Department, 800 NW 33rd Street, Pompano Beach, Florida, 33064. You can also fax your request to Marketing at 954-788-7878. Trips are not confirmed until you have been contacted by an SFRTA/Tri-Rail Marketing Representative.*

EDP CORNER

ONLINE ACCESS TO THE EMPLOYER DISCOUNT PROGRAM

Since November 1, 2006, the online Employer Discount Program has been making it easier than ever for employers to input, access and update information with the tap of a few keys! The new internet-accessible program provides a confidential login code and secure-password feature. The company’s EDP authorized contact can now keep track of employee memberships and employees can access their individual information, as well. Being part of the EDP is easy, as you “take charge” of your own commuting details and it can save you money, too!

How has EDP helped you save? Gas, bills, vacation, college? Share your story with us and you could be featured in our next newsletter! E-mail us at edp@sfrta.fl.gov or write to EDP, P.O. Box 5148, Lighthouse Point, Florida, 33074.

EDP AND THE ENVIRONMENT

To better serve you, and our environment, beginning in June 2007, the “Onboard” monthly newsletter will be e-mailed to all Employer Discount Program employers and members who have an e-mail address listed on file. The newsletters can also be found on www.sfrta.fl.gov by accessing the “Newsletters” link on the left-hand side of the Home Page, as well as onboard trains and at stations. EDP employers and members who would like to continue to receive a hard copy of the newsletter may contact Miguel Cabreja at 954-788-7929 or may e-mail their request to edp@sfrta.fl.gov.

